



Thank you so much for participating in the Collective Stitch cross stitch event! The designers are the heart of this project and stitchers will appreciate having your design included.

The design specifications for this year are 84 stitches wide by 56 stitches high which will give the impression of a “postcard”. The theme is “A Postcard From. . .”. This should allow for a range of creativity and can represent the shop state, city, or historic landmark or your home or favorite place. That is up to you and the shop for which you are designing the piece. The intent is to have a stitched keepsake from each participating shop. The event also promotes the idea of a “treasure/scavenger hunt” as stitchers will want to find and collect as many of the designs as they can.

The core purpose of the event is to promote cross stitch and give some excitement to stitchers. Hopefully, it will bring many new customers into the brick and mortar shops and introduce some new designers to them. I truly believe that the designers are the heart of our industry and want to give them as much exposure as possible. The shops are encouraged to have a trunk show or book signing with their designer at some time during the event.

As to the design specifics – it should be suitable for a one page document. The size allows for this, but there should not be excessively detailed instructions as the document will also have the designer and shop information as well as the Collective Stitch web site information so that they customers know where to go to find the location of all the participating shops. I am not giving any thread or fabric restrictions for this project. I am not requiring it, but please include DMC conversions as close as you can for substitutions of specialty threads. The following page is a release for you to sign and return to me with your charted design. The design will be included in the one page document that I will put together and send to the shop for them to copy and hand out during the event. The design will also be included in a comprehensive publication published by The Stitchers’ Village, the sponsor of the event. This publication will only be available through the participating shops during the event and for six months following the end of the event. It will be published by TSV and available to all shops after the 6 months for shops participating in future events will also be able to purchase them wholesale. So, when customers discover the event, they will be able to obtain the books from previous events. You, the designer have the right to publish the design, individually, one year after the end of the event in which it is included. (Some shops have asked if they can work with their designer to have them publish the chart and include it in a kit in their shop to have during future Collective Stitch events.)

If you have any questions, please let me know. Again, I thank you for participating and hope we can, together, generate excitement in the cross stitch community!



Thank you for submitting your charted Design to be included as part of the Collective Stitch project. This is to confirm our agreement that you give the rights to this Design to Patricia Hurwitz for use in the Collective Stitch project. The rights granted include the right to edit (applies primarily to charting the design in alternative software), alter and modify the Design, to publish and distribute the Design in both print and online or any electronic and digital media and to use the Design for promotional purposes. The rights granted above include the right to use the Design and representation of the Design in both electronic and print media. The Designer agrees not to sell or publish the Design for one year after the current Collective Stitch event. After that time, the Designer may release the Design for sale as an individual chart if they wish and include the information on the Collective Stitch event in the leaflet if they choose.

You (the Designer) guarantee that you are the creator and sole owner of the Design; that it contains no unlawful matter; that it does not infringe any copyright or rights of any third party; and that you have full authority to grant these rights.

You understand that the Design will be put into an individual publication that will be distributed free of charge by the shop "paired" with you for the event. Also, you understand that it will be included in a comprehensive publication that will include all of the designs being used as a part of the Collective Stitch project and that this publication will be produced and distributed for sale by Patricia Hurwitz, primarily on a wholesale basis to shops who will offer the publication for sale, retail. Images of the Design may also be used in promotional materials and on the Collective Stitch website on an ongoing basis. You and your company will receive advertising and promotion through the publications and web site in exchange for the use of the Design. After the term of the event, you understand and grant permission, that the design will continue to be a part of the comprehensive Collective Stitch project publication and promotion.

You agree, by signing this agreement, that it will serve to cover future charted Designs you choose to submit for use in future Collective Stitch events.

Patricia Hurwitz
Collective Stitch
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Topeka, KS 66610
785-223-1276

Signature

Print Your Name

Company

Date

Address

Phone